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TOBACCO COMPANY

J. Campbell
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KEY ACCOUNT MANAGERS
ACCOUNT MANAGERS
DIVISION MANAGERS
RETAIL MANAGERS

DORAL B2GF LIGHTER / PROMOTION #700050

Because the sleeves for the above promotion would not accommodate *Doral* 'Box' styles, as originally identified in WorkPlan Calendar for this promotion, we changed the styles to: ***FF King / FF 100 / Lt Kg / Lt 100.*** All of these styles are **12M** styles, therefore, in order to ensure style mix, and not over-stock our direct accounts, product orders have been placed as close to actual display needs as possible.

As a result, please be aware of the following:

1. **One 12M Case = 15 Displays**. Therefore, depending upon product needs, in some cases, direct accounts received only two styles.

2. If the number of displays to be shipped was slightly higher than actual product needed, a note was added to the customer letter advising them product order was placed short and to utilize on-hand product for additional displays. (Example: If 33 Displays are to be shipped; two 12M cases of product was ordered).

3. If the number of displays was slightly lower than actual product needed, additional displays were shipped to the direct account in order to equal product orders (Example: If Customer List calls for 27 Displays; requiring two 12M cases of product (which would equal 30 Displays), 30 Displays were shipped to direct account.) ***In this case, please ensure that any additional Displays are shipped to appropriate customers.***

If you have any questions, please let me know.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. MacLeod

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